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## Writing Project Objectives

December 16th, 2008

**Every year, corporates are providing billions of dollars in funding to NGOs!**

*How can your organization benefit?*

*Where to look for funding from corporates?*

*How to approach corporate donors?*



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Project Objectives should be:

**SMART: Specific, Measurable, Achievable, Relevant and Time-bound.**

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**Gantt Chart Template**  
Yes, it's easy.

Project objectives are the specific objectives for which the project works to achieve them within a stipulated time. They should directly address the problem mentioned in the Problem Statement. They should be specific: the more specific it is the better to design activities, indicators and the Logical Framework Analysis. Specific objectives also help address the problem stated and convince the [donor](#) easily.

#### Tips:

- Think about what success means for your project and how you would show that success
- Refer to the results you expect from the project
- Describe the focus population and the desired change among the population
- Include the location and time period for each objective
- Reflect the intended changes in systemic conditions or behaviors that must be achieved to accomplish the goal/strategic objective
- Objectives should have measurable indicators which show what, when, and how conditions, behaviors, and practices will change
- Objectives must be verifiable at some point during the execution of the project

A good objective can be:

"To increase the income-level of [women](#) farmers from 5% to 15% in the district."

Some Relevant Words to be used while writing Objectives

- Decrease...
- Increase...
- Strengthen...
- Improve...
- Enhance...

Some Inappropriate words not to be used while writing Objectives

- Train
- Provide
- Produce
- Establish
- Create

[Introduction](#).....[Challenges in Proposal Writing](#).....[Before Writing a Proposal](#).....[Writing about the Organization](#).....[The Actual Proposal](#).....[Problem Statement & Project Rationale-1](#).....[Problem Statement & Project Rationale-2](#).....[Project Goal](#).....[Project Objectives](#)....[Strategies & Activities](#).....[Performance Indicators](#).....[Results](#).....[Monitoring & Evaluation](#).....[Budget & Proposal Packaging](#)

Mom:



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#### Raising More Money from Your Local Business Community

Date: Sept. 10, 2012 Timings: 3:00 PM – 4:30 PM GMT

#### Building a Fundraising Board

Date: Sept. 19, 2012 Timings: 3:00 PM – 4:30 PM GMT

#### How to raise Funds from the European Commission

Date: Sept. 24, 2012 Timings: 1:00 PM – 2:30 PM GMT

#### Social Media: Using Facebook and More to Sell Your Mission

Date: Sept. 25, 2012 Timings: 7:00 PM – 8:30 PM GMT

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NGO Staff

Corporate

How NGOs  
can protect

Resource Guide:  
Questions Answered  
on How to Write  
Proposals – A Basic  
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Writing for NGOs

July 2012

This resource guide was created in collaboration with Philantropia Inc. Philantropia Inc., an international fundraising consulting firm, helps organizations around the world to more effectively raise funds. <http://www.philantropia.org>

## Videos

- How to raise Funds for Human Rights Projects
  - How to raise Funds for Women's & Girls' Issues
  - Writing a Winning Concept Note for the European Commission Funding
  - How to raise Funds from US Foundations
  - Introduction to Strategic Fundraising Planning
- ...and many more.

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Logical Framework  
Analysis  
In Proposals

NGO Staff in  
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themselves  
from online  
scams

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